

ABSTRACT OF THE DISCLOSURE

In a method and device to generate a print image on a carrier material, a surface of a print carrier is coated with a layer which is one of ink-repelling and ink-attracting. In the structuring process, ink-attracting regions and ink-repelling regions are generated. Ink that adheres to the ink-attracting regions and that is not absorbed by the ink-repelling regions is applied on the surface. The applied ink is transferred onto the carrier material. Before a new structure process on the same surface of the print carrier, the surface is cleaned and recoated with said layer. Before the application of said layer, a wetting-aiding substance is applied with a molecular layer thickness. A surfactant with hydrophilic molecule sections is used as the wetting-aiding substance.